

In the Claims:

Claims 1-29 (canceled)

Claim 30 (currently amended): A method of re-broadcasting data transmitted over an FM subcarrier, comprising the steps of:

receiving at a localcast transmitter ~~the~~ said transmitted data;
locally formatting said transmitted data for local-area wireless transmission; and
retransmitting said locally formatted data from said localcast transmitter to a local area.

Claim 31 (currently amended): The method of ~~communicating information in~~ claim [[30]] 30, further comprising the step of adding local content information in said localcast transmitter to said locally formatted data for transmission over a local area.

Claim 32 (currently amended): The method of ~~communicating information in~~ claim [[30]] 30, further comprising the step of adding application information in said localcast transmitter to said locally formatted data for broadcast over a local area.

Claim 33 (currently amended): The method of ~~communicating information in~~ claim [[30]] 30, further comprising the steps of:

receiving said locally formatted data at a first mobile device; and
retransmitting said locally formatted data from the first mobile device to a second mobile device.

Claims 34-43 (canceled)

Claim 44 (new): The method of claim 30, wherein retransmitting said locally formatted data further comprises retransmitting using a locally-unused FM frequency.

Claim 45 (new): The method of claim 30, wherein locally formatting said transmitted data further comprises setting a desired transmission frequency, transmission mode, and signal power.

Claim 46 (new): The method of claim 30, wherein locally formatting said transmitted data further comprises formatting the transmitted data into baseband samples.

Claim 47 (new): The method of claim 30, wherein locally formatting said transmitted data further comprises adding correlation information to the transmitted data for synchronization.

Claim 48 (new): The method of claim 30, wherein locally formatting said transmitted data further comprises interleaving the transmitted data into segments.

Claim 49 (new): The method of claim 30, wherein locally formatting said transmitted data further comprises generating an FM frequency output from the transmitted data.

Claim 50 (new): a method, comprising:
receiving at a localcast transmitter broadcast data over an FM subcarrier;
locally formatting the broadcast data for local-area wireless transmission; and
retransmitting the locally formatted data from the localcast transmitter to a mobile device.

Claim 51 (new): The method of claim 50, wherein locally formatting the broadcast data further comprises adding local content information to the broadcast data after the broadcast data is locally formatted.

Claim 52 (new): The method of claim 50, wherein locally formatting the broadcast data further comprises adding application information to the broadcast data after the broadcast data is locally formatted.

Claim 53 (new): The method of claim 50, wherein retransmitting the locally formatted data further comprises receiving said locally formatted data at a first mobile device and retransmitting the locally formatted data from the first mobile device to a second mobile device.

Claim 54 (new): The method of claim 53, wherein the locally formatted data is retransmitted from the first mobile device to a second mobile device when the first mobile device is in a localcast mode.

Claim 55 (new): The method of claim 53, wherein the locally formatted data is retransmitted from the first mobile device to a second mobile device when the second mobile device is in a localcast mode.

Claim 56 (new): An apparatus for re-broadcasting data transmitted over an FM subcarrier, comprising:

- a broadcast transmitter that is arranged to broadcast data over the FM subcarrier;
- a localcast transmitter that is arranged to receive the broadcast data and locally format the broadcast data for local-area wireless transmission; and
- a mobile device that is arranged to receive the locally formatted data.

Claim 57 (new): The apparatus of claim 56, wherein the mobile device is further arranged to re-broadcast the locally formatted data to additional mobile devices over a locally unused FM frequency.

Claim 58 (new): The apparatus of claim 56, wherein the localcast transmitter is further arranged to add at least one of local content information and application information to the broadcast data to produce the locally formatted data.

Claim 59 (new): The apparatus of claim 56, wherein the mobile device is further arranged to operate in at least one of a broadcast mode and a localcast mode, wherein the mobile device receives the data broadcast over the FM subcarrier when the mobile device is in the

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broadcast mode, and the mobile device receives the locally formatted data when the mobile device is in the localcast mode.